

Enter the Market

"Instant Messaging"

Indonesia, XL Axiata Jongla Hold



Jakarta - Instant messaging applications Finnish, Jongla, tested the Indonesian market. Today, Jongla announced a partnership with local telecommunications operators, XL Axiata. This agreement provides several offers for users of XL, which is a special data packet Jongla and options in-app purchase with a pulse cutting system.

"This is a big step for us to enter the Indonesian market, the country's internet users is growing rapidly in Southeast Asia. The strategic partnership with XL will accelerate and enlarge the process and offers an opportunity for the Indonesian people to offer a variety of advantages of Jongla," said CEO Jongla Riku Salminen in Central Jakarta, Wednesday (5/11).



Features Jongla, was released two years ago, about the same as instant messaging applications that already exist. There are features push-to-talk, group chat, emoticons, and stickers. Pemembedanya:

there Jongla stickers that are animated and sound.

According to Riku, it makes the chat in Jongla more alive and in accordance with the target users, aged 15-30 years.

Social Manager, Gaming and Digital Content XL Riskha Adam explained that the establishment of this partnership facilitates XL users who want to buy a toll sticker by piece. The system is easy because it is already integrated in Jongla applications, without the need to access the website.

"There is also a special data packet Jongla for daily, weekly, or monthly. It's like the Blackberry Messenger data package, so outside of data packets to the Internet," said Adam.

The price offered is USD 1,000 (daily), USD 5,000 (weekly), and Rp 20,000 (monthly). Customers will get free access to 50MB per day. To purchase a sticker, cost Rp 10,000 per set. Until now there is no option to purchase pieces toll operators other than XL. This exclusive collaboration lasted for a year.

Jongla targeting applications occupy the top three most widely used instant messaging in Indonesia by the end of next year. Ambition is not easy, but the XL and Jongla equally optimistic.

Riku optimistic look at the large size of the market and the Indonesian people in the affairs getolnya chat. While Adam is optimistic because the Indonesian people often talkative see if new emerging applications. If there is a friend who is active in one of the platform, then it is likely he will be involved to install.

"Why I have installed almost all applications chat on my phone. Not to mention we are optimistic that with the growth of users of smartphones in Indonesia. For XL, we have 15 million subscribers who use smartphones, "said Adam.

Jongla available on the platform Android, iOS, Windows Phone, and Firefox.

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